

FROM THE MAGAZINE RACK #101
FRANCUCH/SCHNEIDER/STRICKLAND

OCTOBER 6, 1976

THE ROSE-COLORED REARVIEW MIRROR (SATURDAY REVIEW --
FRANCUCH)
PRESIDENT FORD TALKS ABOUT TELEVISION (TV GUIDE --
SCHNEIDER)
THE NATION'S RIVER (NATIONAL GEOGRAPHIC -- STRICKLAND)

ANNCR: HERE IS _____, WITH FROM THE MAGAZINE RACK, A
REVIEW OF ARTICLES OF TIMELY TOPICS FROM MAGAZINES
PUBLISHED IN THE UNITED STATES. TODAY, A NOSTALGIC LOOK
AT AMERICAN LIFE FROM THE PAGES OF SATURDAY REVIEW, SOME
THOUGHTS BY PRESIDENT FORD ABOUT TELEVISION IN AMERICA
FROM TV GUIDE, AND A NATIONAL GEOGRAPHIC JOURNEY DOWN
ONE OF AMERICA'S MOST FAMOUS RIVERS.

THE ROSE-COLORED REARVIEW MIRROR (SATURDAY REVIEW)
(FRANCUCH 3-4073)

REPORTER: AS THE WORLD SPINS RAPIDLY TOWARD THE SPACE-AGE YEAR
2000 AND THE TWENTY-FIRST CENTURY, AMERICANS OCCASIONALLY
WONDER IF THEIR DREAMS OF LIFE IN THE FUTURE WILL BE
COMING TRUE. WILL WE LIVE IN GLASS TOWERS, COMMUTE
ABOARD ROCKETS, OR WEAR FUTURISTIC SPACE COSTUMES?

PROBABLY NOT. AND, IF ART CRITIC ROY MCMULLEN'S
WHIMSICAL PREDICTIONS OF SOCIAL TRENDS COME TRUE, A
LOOK INTO THE FUTURE MAY REALLY BRING INTO FOCUS IMAGES
FROM THE PAST.

WRITING IN SATURDAY REVIEW, MCMULLEN PROCLAIMS THAT
AMERICA, AND PARTS OF EUROPE, HAVE BEEN HIT BY AN
EPIDEMIC OF PERIOD NOSTALGIA AND STYLISTIC REVIVALISM:

VOICE: "ALTHOUGH THE FIRST SYMPTOMS CAN BE DATED BACK TO THE VOGUE FOR ART NOUVEAU IN THE FIFTIES (OR EVEN TO DIOR'S ROMANTIC NEW LOOK), THE PHENOMENON BEGAN TO BE NOTICEABLE ABOUT TEN YEARS AGO, AND SINCE THEN IT HAS BECOME MORE AND MORE PERVASIVE AND PUZZLING.

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WHY, TO DO SOME RANDOM SAMPLING, HAVE WE RECENTLY DEVELOPED A WEAKNESS FOR SUCH RELICS OF THE PAST AS TWO-TONE SHOES, BEE-STUNG MOUTHS, AND ART DECO PICKLE POTS? FOR MUSICAL GOLDEN OLDIES AND EARLY BICYCLE POSTERS? FOR SIDE WHISKERS, SILENT FILMS, AND THE INSIDES OF RADIO CITY MUSIC HALL?"

REPORTER: T.
THERE'S NO EASY ANSWER TO THOSE QUESTIONS. BUT THERE IS MORE TO THIS PHENOMENON THAN JUST A CASUAL STROLL DOWN MEMORY LANE.

APPLYING THE THEORY OF "HOT" AND "COLD" SOCIETIES ADVANCED BY AUTHOR CLAUDE LEVI-STRAUSS IN HIS BOOK, THE SAVAGE MIND, MCMULLEN ATTEMPTS A THERMAL MEASURE OF SOCIAL TRENDS. "HOT" SOCIETIES ACCEPT OR WELCOME CHANGE, WRITES LEVI-STRAUSS, WHILE "COLD," SOCIETIES RESIST IT.

HOW DOES AMERICA RANK? WELL, JUDGING BY MCMULLEN'S FIRST CRITERIA -- FADS AND FASHION -- WE'RE COOL:

VOICE: O
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T.
"FASHION, TO BE SURE, STILL EXISTS, BUT IT IS BY NO MEANS WHAT IT WAS AS RECENTLY AS TEN YEARS AGO. WOMEN ARE PAYING LESS AND LESS ATTENTION TO THE SEASONAL IMPERATIVES FROM PARIS. EVERYONE IS DRESSING LESS AND LESS IN TERMS OF THE HISTORICAL PROCESS (ALTHOUGH SOMETIMES TRAVELING BACKWARD IN IT) AND MORE AND MORE IN TERMS OF AGE, JOB,

VOICE:
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T.
GROUP, OR PERSONAL WHIM. IN THE COOLEST CIRCLES, TO LOOK
UP-TO-DATE IS TO BE OUT-OF-DATE."

REPORTER: WE'RE A LITTLE WARMER WHEN SPEAKING OF MUSIC -- ESPECIALLY
IN THE "POP" AND SERIOUS SECTORS -- WRITES MCMULLEN:

VOICE: "EVEN SO, IT IS POSSIBLE TO DETECT A CREEPING CHILL.
THERE IS THE...SUCCESS OF RESURRECTED BALLADS. ALMOST
ANY POPULAR RECORD, AND NOT JUST THE COUNTRY KIND, IS
APT TO BE TINGED WITH PASTNESS. DURING THE LAST
COUPLE OF YEARS JAZZ MUSICIANS HAVE BEEN REVIVING THE
NEW ORLEANS REVIVAL. AMONG MODERNIST COMPOSERS ONE OF
THE MOST NOTICEABLE RECENT TENDENCIES -- PARADOXICALLY
THE MOST AVANT-GARDE -- HAS BEEN TO DOUBLE BACK IN THE
HISTORICAL PROCESS AND PRODUCE ELABORATE COLLAGES, NOT
JUST CITATIONS OR VARIATIONS OF EARLIER WORKS."

REPORTER: AND IN LITERATURE TOO, AMERICA'S ACCEPTANCE OF CHANGE
REGISTERS LOW ON THE LEVI-STRAUSS THERMOMETER. ALMOST
HALF OF THE BEST-SELLERS OF THE PAST DECADE, WRITES
MCMULLEN, HAVE TURNED THEIR BACKS TOWARD THE FUTURE
AND HAVE EAGERLY FACED THE PAST.

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SYMPTOMS OF THIS
NOSTALGIC EPIDEMIC ARE STRANGELY REMINISCENT OF THE
19-CENTURY ROMANTIC MOVEMENT'S RESPONSE TO THE
BEGINNING OF THE INDUSTRIAL REVOLUTION ... WITH SOME
IMPORTANT DIFFERENCES:

VOICE:

T.

"NINETEENTH-CENTURY ROMANTICS WERE ESCAPISTS AND WHAT
MIGHT BE CALLED REMOTISTS, DREAMING OF AN IMPOSSIBLE
RETURN TO THE MIDDLE AGES. WE ARE OSTENSIBLE REALISTS
AND WHAT MIGHT BE CALLED TEMPORAL NEARISTS; WE ARE

VOICE:
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1.
WILLING, MORE OFTEN THAN NOT, TO SETTLE FOR AN
APPARENTLY POSSIBLE RETURN TO ABOUT THE POINT WHERE
OUR PARENTS OR GRANDPARENTS ENCOUNTERED THE MODERN
ACCELERATION OF HISTORY. WE AREN'T ASKING FOR
TROUBADOURS. JUST GIVE US A LITTLE MORE COLE PORTER
OR PERHAPS SOME VERY, VERY EARLY SCHOENBERG."

REPORTER: THE COOLING OF AMERICA MAY ALSO BE SEEN IN SUCH THINGS
AS QUESTIONING THE VALIDITY OF MOON LANDINGS, STUDYING
STRUCTURAL LINGUISTICS AND ANTHROPOLOGY, AND IN THE
REBORN POPULARITY OF WINDMILLS. THOSE ARE THE CHILLING
FACTS, CONCLUDES ROY MCMULLEN IN SATURDAY REVIEW, WITH
THIS FINAL, QUALIFYING NOTE:

VOICE: "GRANTED, ALL THIS DOES NOT ADD UP TO MUCH WHEN SET
AGAINST THE STILL-TORRID FORWARD DRIVE OF OUR TECHNOLOGY.
BUT IT ALL FITS IN WITH A RETURN TO 'CHARMAINE' OR TO
SIDE-WHISKERS, AND BEGINNINGS ARE ALWAYS SMALL."

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PRESIDENT FORD TALKS ABOUT TELEVISION (TV GUIDE)
(SCHNEIDER 3-4073)

REPORTER: A FEW DAYS BEFORE THE FIRST OF THE TELEVISED DEBATES BETWEEN
THE PRESIDENTIAL CANDIDATES, A GROUP OF EDITORS FROM TV
GUIDE MAGAZINE WENT TO THE WHITE HOUSE TO INTERVIEW PRESIDENT
FORD. THE RESULTS OF THAT INTERVIEW -- MR. FORD'S VIEWS ON
MANY FACETS OF AMERICAN TELEVISION -- APPEAR IN THE CURRENT
ISSUE OF TV GUIDE.

THE EDITORS REMINDED THE PRESIDENT THAT TWO YEARS AGO HE
CALLED TELEVISION "THE SINGLE MOST POTENT FORCE IN PUBLIC

REPORTER:
(CONT'D)

LIFE." THEN THEY ASKED MR. FORD IF HE BELIEVES THAT TELEVISION HAS CONTRIBUTED TO THE WIDELY-REPORTED TREND OF AMERICANS TO DISTRUST THEIR GOVERNMENT AND OTHER INSTITUTIONS. MR. FORD REPLIED:

VOICE: "GENERALLY I WOULD SAY THAT TELEVISION HAS BEEN VERY EDUCATIONAL IN ITS BROADEST SENSE. I DON'T SEE THAT IT'S HAD ANY DIRECT CONNECTION TO THE DECREASE OF VOTER PARTICIPATION. I THINK THERE ARE MANY OTHER FACTORS THAT ARE MORE IMPORTANT IN THAT UNFORTUNATE DEVELOPMENT. AS A MATTER OF FACT, I WOULD HOPE THAT THROUGH THE DEBATES WE COULD REVERSE THAT TREND. I THINK THAT WITH THE PROSPECTIVE VIEWING AUDIENCE OF THE THREE (DEBATES) BETWEEN GOVERNOR CARTER AND MYSELF AND THE ONE BETWEEN THE TWO VICE PRESIDENTIAL CANDIDATES, WE MIGHT HAVE A SIGNIFICANT IMPACT IN STIMULATING GREATER VOTING BY THE AMERICAN PEOPLE."

REPORTER: PRESIDENT FORD SAID THE BASIS FOR HIS DECISION TO CHALLENGE GOVERNOR CARTER TO THE SERIES OF DEBATES WAS PERSONAL EXPERIENCE. MR. FORD SAID DURING HIS LONG CAREER IN THE HOUSE OF REPRESENTATIVES, HE ALWAYS DEBATED HIS ELECTION OPPONENTS. MR. FORD ALSO TOLD TV GUIDE:

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VOICE: "...IT SEEMS TO ME THAT THE AMERICAN PEOPLE IN 1976 HAVE A REAL STAKE IN HAVING THE TWO PRINCIPAL CANDIDATES MEET FACE TO FACE. THERE IS A DIFFERENCE BETWEEN GOVERNOR CARTER AND MYSELF, BOTH PHILOSOPHICALLY AND EXPERIENCE-WISE, AND I THINK THE AMERICAN PEOPLE

VOICE: WILL BE BENEFICIARIES, IN SEEING HEAD-TO-HEAD DISCUSSION
(CONT) BETWEEN HIM AND MYSELF. AND BECAUSE I THINK THE PEOPLE
WILL BE BENEFICIARIES, I THINK IT WAS POLITICALLY WISE
ON MY PART TO CHALLENGE HIM..."

REPORTER: MR. FORD SAYS HE BELIEVES TELEVISION HAS GIVEN THE
AMERICAN PEOPLE AN OPPORTUNITY TO UNDERSTAND HIM AS AN
INDIVIDUAL AND AS A POLITICAL LEADER. MR. FORD
CONTINUED:

VOICE: "TELEVISION GIVES TO THE VIEWER A DIFFERENT PERCEPTION--
A PERHAPS DEEPER FEELING FOR OR AGAINST THE CANDIDATE
AND HIS DECISIONS -- THAN ANY OTHER MEDIUM. IF YOU GO TO
ANY OF THE WRITTEN PRESS, THE INFORMATION IS TRANSMITTED
THROUGH A SECOND SOURCE, AND I FEEL VERY STRONGLY THAT
TELEVISION HAS TREMENDOUS IMPACT ON A VAST MAJORITY OF
THE AMERICAN PEOPLE BECAUSE IT'S A DIRECT, PERSON-TO-PERSON
CONTACT."

REPORTER: MR. FORD INDICATED THAT HE REGULARLY WATCHES TELEVISION
O NEWS. HE SAID HIS SCHEDULE FREQUENTLY PROHIBITS HIS
P VIEWING OF THE EARLY-EVENING NETWORK NEWS PROGRAMS,
T BUT THE BROADCASTS ARE VIDEO-TAPED AND REPLAYED FOR HIM
WHILE HE EATS HIS LUNCH.

TV GUIDE THEN ASKED MR. FORD HIS OPINION OF TELEVISION'S
COVERAGE OF THE POLITICAL CONVENTIONS AND THE ELECTION
CAMPAIGN.

VOICE: "SINCE I'VE BEEN PRESIDENT, I HAVE NO OBJECTIONS WHATSOEVER TO TELEVISION COVERAGE. I THINK BASICALLY THEY'VE BEEN VERY FAIR. THAT DOESN'T MEAN THAT EVERY ONCE IN A WHILE I DON'T HEAR A COMMENT OR SEE A SHOT THAT STARTLES ME A BIT, BUT I'VE LEARNED TO KEEP MY TONGUE AND SAY, WELL, WE'RE ALL ENTITLED TO MISINTERPRETATION OR A MISTAKE OCCASIONALLY -- I CERTAINLY MAKE THEM. BUT I THINK THAT THE COVERAGE HAS BEEN VERY FAIR AND VERY BROAD AND THEREFORE I HAVE NO COMPLAINTS."

REPORTER: MR. FORD SAID HE HAS NOT WITNESSED ANY OF THE BIAS THAT CRITICS FROM ALL SHADES OF THE POLITICAL SPECTRUM CHARGE AGAINST TELEVISION NEWS. HE TOLD TV GUIDE:

VOICE "I THINK AT THE PRESENT TIME THERE IS NO DISCERNIBLE BIAS. I THINK AT TIMES IN THE PAST THERE MAY HAVE BEEN. BUT I THINK THE ATTITUDE AND ATMOSPHERE IN THIS COUNTRY IN THE LAST SEVERAL YEARS HAS CHANGED AND THEREFORE IT IS MY FEELING THAT TELEVISION, LIKE OTHER MEDIA, HAS REFLECTED THAT... THAT DOESN'T MEAN I AGREE WITH EVERYTHING THAT THEY PUT ON, OR EVERYTHING THAT THEY SAY. I DIDN'T USED TO AGREE WITH RON NESSEN (MR. FORD'S PRESS SECRETARY) WHEN HE WAS COVERING ME AS VICE PRESIDENT, BUT THOSE ARE UNDERSTANDABLE PROBLEMS."

REPORTER: MR. FORD SAYS HE ENJOYS SEVERAL ENTERTAINMENT PROGRAMS. OFTEN, AFTER HE COMPLETES HIS WORK IN THE OVAL OFFICE AND RETURNS TO THE WHITE HOUSE RESIDENCE, HE WILL

REPORTER: SETTLE DOWN IN A COMFORTABLE CHAIR, WATCH TELEVISION
(CONT) AND DO HIS PAPERWORK. HIS FAVORITE ENTERTAINMENT
PROGRAMS INCLUDE SEVERAL POLICE AND DETECTIVE DRAMAS.

IN HIS FINAL COMMENT, PRESIDENT FORD SAID TELEVISION
COVERAGE OF AMERICAN POLITICS HAS THE POTENTIAL TO
SIGNIFICANTLY AFFECT NOT ONLY THE VOTERS' PERCEPTION
OF POLITICAL LEADERS AND INSTITUTIONS, BUT ALSO THE
NUMBERS OF CITIZENS WHO TAKE PART IN THIS COUNTRY'S
ELECTORAL PROCESS. IN CLOSING, MR. FORD SAID:

VOICE: "TELEVISION IN 1976, MORE SO THAN IN ANY OTHER ELECTION
YEAR...CAN BE OF TREMENDOUS BENEFIT TO THE AMERICAN
PEOPLE, WHO I THINK ARE GOING TO BE THE WINNERS
THROUGH THE DEBATES AND THE OTHER COVERAGE OF
TELEVISION. SO I AM OPTIMISTICALLY LOOKING FORWARD
TO WHATEVER PARTICIPATION I HAVE FROM THE POINT OF
VIEW OF HELPING THE AMERICAN PEOPLE MAKE A VALID
DECISION."

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"THE NATION'S RIVER" -- NATIONAL GEOGRAPHIC
(STRICKLAND 3- 4073)

REPORTER: RIVERS HAVE PERSONALITIES -- AND THE RIVER THAT FLOWS
THROUGH WASHINGTON, D.C., CAPITAL OF THE UNITED STATES,
IS NO EXCEPTION. FROM ITS SOURCE IN THE APPALACHIAN
MOUNTAINS TO THE BROAD ESTUARY WHERE IT FLOWS INTO
CHESAPEAKE BAY, THE POTOMAC IS A STUDY IN CONTRASTS.
IN THE CURRENT ISSUE OF NATIONAL GEOGRAPHIC MAGAZINE,
EDITOR ALAN FISHER, WHO GREW UP ON THE RIVER, EXPLORES
SOME OF THOSE CONTRASTS:

VOICE: "IN THE APPALACHIAN HIGHLANDS, WHERE MOUNTAIN AND SKY EMBRACE IN CLEAN AND ENDURING INTIMACY, SPRINGS ARE BORN, AND THEY IN TURN GIVE BIRTH TO THE SOUTH BRANCH AND NORTH BRANCH OF THE POTOMAC RIVER. BUT THESE DUAL HEADWATERS OF WHAT IS OFTEN CALLED 'THE NATION'S RIVER' ARE ECOLOGICAL OPPOSITES, AS STARKLY CONTRASTING AS MIDDAY AND MIDNIGHT, OR RIGHT AND WRONG, OR -- QUITE LITERALLY -- LIVING AND DEAD.

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T.
THEY HAVE LITTLE IN COMMON BUT THEIR EVENTUAL INTERMINGLING AND THE PASSION FOR SEA LEVEL THAT URGES THEIR WATERS ON THROUGH CHASMS, VALLEYS, AND ESTUARY TO THE CHESAPEAKE BAY.

"THE SOUTH BRANCH CONTINUES PURE AND APPEALING THROUGHOUT ITS 133-MILE (212-KILOMETER) LENGTH. THIS IS THE STREAM OF MY BOYHOOD SUMMERS. ONCE I KNEW IT INTIMATELY, BUT IT HAS CHANGED LITTLE SINCE I FIRST FISHED ITS WATERS WITH STICK AND STRING AND BORROWED HOOK HALF A CENTURY AGO.

LITTLE HAS CHANGED ON THE NORTH BRANCH, EITHER, THOUGH I FIND NO PLEASURE IN THAT FACT. LIKE ITS COUNTERPART IT BEGINS AS A SPRING IN A HILLSIDE MEADOW, NEAR THE STORIED FAIRFAX STONE THAT ONCE MARKED THE WESTERNMOST BOUNDARY OF LORD FAIRFAX'S IMMENSE LAND GRANT. WITHIN A FEW THOUSAND FEET (A FEW HUNDRED METERS) OF THE FAIRFAX STONE, THE STREAM RECEIVES ITS FIRST LETHAL ADMIXTURE OF ACID DRAINAGE FROM A COAL MINE. VIRTUALLY NOTHING WILL LIVE IN THESE

VOICE: WATERS -- NOT ONE MINNOW, ONE WATER BUG, OR EVEN A
(CONT) SINGLE BACTERIUM OF THE KIND THAT NORMALLY CLEANSSES
STREAMS. AT TIMES MORE ACID THAN VINEGAR, THE NORTH
BRANCH IS A BIOLOGICAL DESERT FOR MOST OF ITS 97-MILE-
LONG (156-KILOMETER) COURSE."

REPORTER: MISTER FISHER CALLS IT A "SAD IRONY" THAT THE POISONED
NORTH BRANCH OF THE POTOMAC PASSES THROUGH MAGNIFICENT
COUNTRY: WOODED HILLSIDES AND DEEP RAVINES, IN HIS
WORDS "A LAND MADE FOR SWEET WATERS." BUT HE NOTES
THAT THE CLEAN SOUTH BRANCH IS SO MUCH LARGER AND
LONGER THAN THE NORTH THAT, FROM THE POINT WHERE THE
TWO STREAMS MERGE, THE RIVER IS SAFE FOR FISH AND
PEOPLE ALL THE WAY DOWNSTREAM TO THE WASHINGTON METRO-
POLITAN AREA. THERE SEWAGE MUDDIES THE WATERS, BUT THE
RIVER CLEANSSES ITSELF AGAIN BEFORE FLOWING INTO
CHESAPEAKE BAY. MANY PEOPLE WHO LIVE NEAR THE POTOMAC,
ACCORDING TO MISTER FISHER, FEEL THAT BECAUSE THE RIVER
IS "RICH IN HISTORY AND MEMORY," AS PRESIDENT LYNDON
B. JOHNSON ONCE SAID, IT DESERVES TO BE CLEANED UP EVEN
FURTHER AND PART OF ITS SHORELINE PRESERVED IN ITS
WILD AND NATURAL STATE. MISTER FISHER LISTS SOME OF
THE PEOPLE ASSOCIATED WITH THE RIVER'S HISTORY:

VOICE: "STOCKY, FLORID CAPTAIN JOHN SMITH. IN 1608, A YEAR
AFTER LANDING AT JAMESTOWN, SMITH LED A BARGEFUL OF
STARVING, NEAR-MUTINOUS MEN UP THE POTOMAC AND BULLIED
AND CAJOLED THEM ALL THE WAY TO THE HEAD OF NAVIGATION
NEAR WHAT IS NOW THE DISTRICT OF COLUMBIA. HE FOILED

OPT. ↓ AN INDIAN AMBUSH, TRADED WITH AND MADE ENDURING FRIENDS

VOICE:
(CONT)

OPT.

OF OTHER INDIANS, AND FILLED HIS FOLLOWERS' BELLIES.
THE LATTER MUST HAVE BEEN EASY, FOR ONE OF THE CREW
RECORDED FISH 'LYING SO THICKE WITH THEIR HEADS ABOVE
THE WATER, AS FOR WANT OF NETS WE ATTEMPTED TO CATCH
THEM WITH A FRYING PAN; BUT WE FOUND IT A BAD INSTRUMENT
TO CATCH FISH WITH....'

"GEORGE WASHINGTON PROBABLY KNEW THE POTOMAC BETTER
THAN ANY LEADER OF HIS DAY. BORN ON ITS BANKS
AT WAKEFIELD, HE SWAM IN THE RIVER, FISHED IT, SAILED
IT. AT 16, AS A SURVEYOR FOR LORD FAIRFAX, HE EXPLORED

OPT.

THE HEADWATERS. HIS BELOVED MOUNT VERNON OVERLOOKED
THE POTOMAC. HE SAW THE RIVER AS A TRADE ROUTE TO THE

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P
T.

INTERIOR, AND HEADED A CANAL COMPANY THAT BYPASSED
ITS FALLS. HE CHOSE THE SITES OF THE NATIONAL CAPITAL,
THE ARMORY AT HARPERS FERRY. THE SPIRIT OF
WASHINGTON IS EVERYWHERE ON THE POTOMAC."

REPORTER:

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P
T.

AND AS MISTER FISHER WRITES, "THE PARADE OF POTOMAC
GHOSTS GOES ON: THOMAS JEFFERSON, WHO TRAVELED THE
RIVER AND WROTE GLOWINGLY ABOUT IT;" ROBERT E. LEE,
COMMANDING GENERAL OF THE SOUTHERN ARMY DURING THE
AMERICAN CIVIL WAR; AND MANY OTHER HISTORICAL FIGURES.
BUT THE RIVER ALSO HAS CONTEMPORARY VALUE, AS A
SOURCE OF WATER FOR GROWING COMMUNITIES NEARBY, AS
A HOME FOR FISH AND SHELLFISH, THOUGH THEIR NUMBERS
HAVE BEEN CONSIDERABLY REDUCED BY POLLUTION, AND AS
A RECREATIONAL RESOURCE -- THOUGH ITS RECREATIONAL
VALUE, TOO, IS THREATENED BY POLLUTION. SEWAGE AND

REPORTER: CHEMICALS FROM THE GROWING WASHINGTON METROPOLITAN
(CONT)

AREA ARE GRADUALLY OVERTAXING THE RECUPERATIVE POWERS OF THE RIVER DOWNSTREAM, ACCORDING TO ONE EXPERT MISTER FISHER TALKED TO. HE QUOTES ROBERT NORRIS, EXECUTIVE SECRETARY OF THE POTOMAC RIVER FISHERIES COMMISSION, AS SAYING:

VOICE: "I FORESEE A GRADUAL LESSENING IN THE PRODUCTION OF SEAFOOD FROM THE POTOMAC UNLESS THERE IS AN IMPROVEMENT IN WATER QUALITY. IF THINGS CONTINUE AS THEY ARE, I THINK THE RIVER'S MARINE LIFE IS DOOMED."

REPORTER: BUT MISTER FISHER DOES NOT ENTIRELY AGREE. IN HIS WORDS:

VOICE: "PERSONALLY I'M NOT THAT PESSIMISTIC. THE INTERSTATE COMMISSION ON THE POTOMAC RIVER BASIN IN DEVELOPING A MONITORING PROGRAM TO DETERMINE JUST WHAT HAPPENS TO THE ESTUARY'S WATER AND WHAT NEEDS TO BE DONE TO PROTECT IT. IN THE MEANTIME, IMPROVED SEWAGE TREATMENT HAS ALREADY BEGUN THE RIVER'S RECOVERY."

REPORTER: AND MISTER FISHER CLOSES WITH HIS THOUGHTS AFTER AN OUTING ON THE POTOMAC WITH TWO FISHERMEN ON A BLUSTERY MARCH DAY:

VOICE: "AS WE BEAT BACK TO THE VIRGINIA SHORE, I THOUGHT HOW LONG AND INTIMATELY MY OWN LIFE HAD BEEN A PART OF THIS RIVER. BORN ON HER SHORES, REARED ON HER

VOICE:
(CONT)

HEADWATERS, I KNEW I WOULD HIKE HER TRAILS AND SAIL
HER LOVELY ESTUARY AS LONG AS TIME PERMITS. FOR
SHE'S MY RIVER, THE ALPHA AND OMEGA OF MY YEARS."

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ANNCR: YOU'VE BEEN LISTENING TO FROM THE MAGAZINE RACK, SUMMARIES
OF MAGAZINE ARTICLES PUBLISHED IN THE UNITED STATES.
TODAY YOU HEARD SUMMARIES OF "THE ROSE-COLORED REARVIEW
MIRROR" FROM SATURDAY REVIEW, "PRESIDENT FORD TALKS ABOUT
TELEVISION" FROM TV GUIDE, AND "THE NATION'S RIVER"
FROM NATIONAL GEOGRAPHIC. JOIN US AGAIN (NEXT _____)
FOR MORE SELECTIONS FROM THE MAGAZINE RACK. YOUR
REPORTER WAS _____.

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WJL/RD/PY